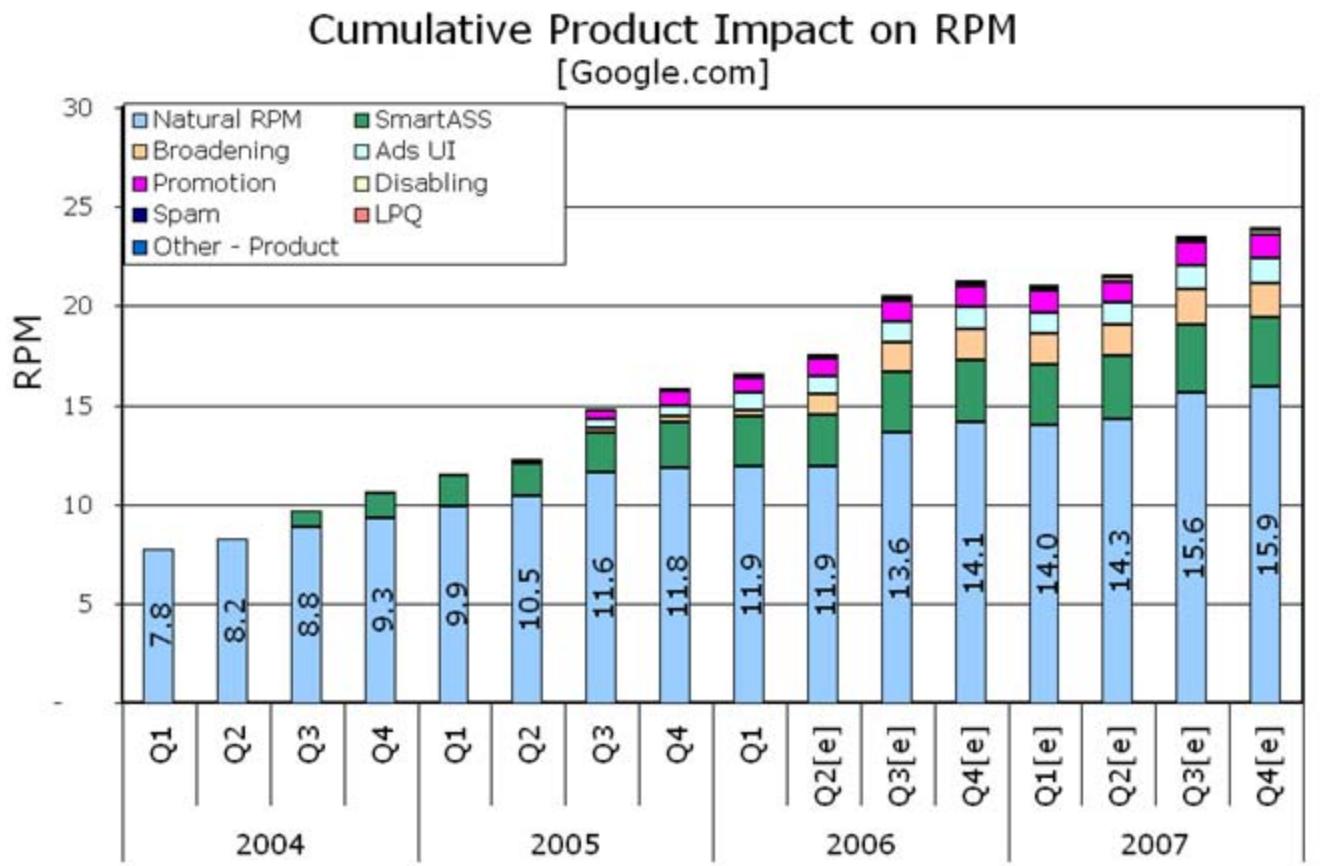


EXHIBIT 24

Georgia-Pacific Factors Others Considered

- | | | | |
|---|-----------------|---|-------------------|
| <p>1. Comparable licenses to patents-in-suit</p> | NONE | <p>9. Advantages of the patented technology</p> | |
| <p>2. Google's comparable licenses</p> | NONE | <p>Benefits obtained by Google</p> | |
| <p>3. Nature and scope of license</p> | STANDARD | <p>11. Extent of use by Google</p> | |
| <p>4. Lycos established licensing policy</p> | NONE | <p>12. Comparable industry rates</p> | |
| <p>5. Commercial relationship</p> | | <p>13. Proportion of profit to be credited to the technology</p> | |
| <p>6. Convoyed sales</p> | NONE | <p>14. Opinions of other experts</p> | CONSIDERED |
| <p>7. Duration/term</p> | STANDARD | <p>15. Hypothetical negotiation</p> | |
| <p>8. Profitability and commercial successj</p> | | | |

Apportionment (Factor 13)



SmartAds – Apportionment Factors

	Q1	Q2	Q3	Q4
2012	20.9%	20.9%	20.9%	
2011	20.9%	20.9%	20.9%	20.9%
2010	20.9%	20.9%	20.9%	20.9%
2009	20.9%	20.9%	20.9%	20.9%
2008	20.9%	20.9%	20.9%	20.9%
2007	21.8%	19.7%	21.8%	20.9%
2006	20.2%	19.8%	22.2%	22.4%
2005			15.9%	19.7%